

YOU probably can't appreciate the injury to the clothing business in the fact that more than three-fourths of the clothing sold and worn contains more or less cotton adulteration; and the fact that nothing is said about it.

Makers and dealers in silver or jewelry tell you plainly: "A plated spoon; a filled watch-case; a wax pearl." Makers and dealers in 'mercerized cotton' mixtures let the goods speak for themselves; and the goods lie.

But the lowering of the wearers' standard of quality is an even worse feature of this "mercerized cotton" cheat. Men are lead to accept the imitation for the real; not because they choose the imitation, but from lack of knowledge of its character.

It doesn't hurt the real all-wool clothing business very much; but it hurts the men whose standards of quality are lowered.

Our goods are all-wool

HART, SHAFFNER & MARX,
GOOD CLOTHES MAKERS.

J. RUBEL & CO.,
LOCAL AGENTS.

The Remarkable Increase

Of space in the advertising columns of various newspapers shows the trend of business today. Competition, and the scattering of business interests, necessitates the liberal use of advertising space in the newspapers. The public has come to look upon the newspaper as the place to select their purchase. Well written advertising with neat and tasty illustrations can sell more goods for you, Mr. Business Man, than the best two salesmen in your store, and at less cost, too. Now, in selecting the medium to advertise your goods use the one going into the family circle—the medium that is *in*, concise and reliable. The REVIEW is read by over a 1,000 people every week. Advertising in its columns pay—and pay well—and now is a propitious time to begin.